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Inside Information

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ACE-OI SPRING CONFERENCE PLANNING CONTINUES AS OI MEETS WITH SOVIET ATTACHE

Planning continues on the Agricultural Communicators in Education-Office of Information annual spring conference to be held May 18-19 at the Washington Plaza Hotel in Washington, D.C.

Ed Poe, chief of the Publishing Division and Marci Hilt, public affairs specialist with the Radio & TV Division, met with Aleksandr Makarov, an attache from the Soviet Embassy. Poe, a co-chair of the conference and Hilt, serving as a committee member, are both with USDA's Office of Information.

Poe and Hilt met with Makarov to discuss a proposed 1-1/2 hour workshop with agricultural attaches, trade representatives, and journalists from the USSR. Possible topics for discussion include trade policies and agricultural practices of the Soviet government; current agricultural and economic development projects between the USSR and the United States; and ways the USSR develops, guides, and directs its public information activities in the field of agriculture.

The annual D.C.-Region ACE-OI spring workshop, now in its 12th year, began when a need was seen for a specialized opportunity for training and professional improvement.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

USDA-OI PUBLIC AFFAIRS SPECIALIST TAKES JOB WITH SOIL CONSERVATION SERVICE

George Holmes, a public affairs specialist in the Radio & TV Division of USDA Office of Information for nearly 6 years, has accepted a job in the Public Information Division of USDA's Soil Conservation Service.

In his new position, he will serve as assistant to the director. The change is effective February 12.

Holmes won the second prize Silver Screen award for a USDA Forest Service documentary called "Guardians of the Forest" at the 21st Annual U.S. Film Festival (See: INSIDE INFORMATION, May 1988).

USDA'S OFFICE OF INFORMATION HAS AN OPENING FOR A PRINTING SPECIALIST

The Printing Division in USDA's Office of Information has an opening for a GS-1654-12 printing specialist. Announcement No. is OGPA-89-03.

The printing specialist is responsible for assisting the division head in planning and carrying out the major segment of the publications printing program, and assists in the direction and operation of other Division programs and special projects that may be assigned.

Requirements include one year of specialized experience which is in or directly related to the line of work of the position.

For further information, contact: Laura Farrior, USDA, Office of Personnel, PO, Room 27-W, Washington, DC 20250. Telephone is 202-447-5833.

Closing date is February 22.

COMPACT DISC PUBLISHER NOW AVAILABLE FROM U.S. GOVERNMENT PRINTING OFFICE

The U.S. Government Printing Office (GPO) now has a 2400 megabyte CD Publisher system. The computer system can accomplish the premastering for CD-ROMs (compact disc—read-only memory).

CD-ROMs are similar to the compact discs used in stereo music systems, however, instead of music they hold approximately 550 million characters of data.

The CD Publisher system stores large databases and simulates a CD-ROM environment. Data can be manipulated to determine the most efficient data retrieval software and the best approach for file structuring to obtain optimum access time. The formatted premaster tape is then sent to a GPO contractor for mastering and replication.

For further information on this new system, contact the Electronic Publishing Management Section at 202-275-8099.

USDA'S ECONOMICS MANAGEMENT STAFF HAS OPENING FOR PUBLIC AFFAIRS SPECIALIST

The Information Division of USDA's Economics Management Staff has an opening for a GS-1035-11/12 public affairs specialist in its Current Information & Popular Publications Branch. Announcement No. is EMS-89-123.

Duties include participation in the production and dissemination of broadcast and other audiovisual information.

Qualifications include at least one year of specialized experience which demonstrates incumbent's ability to write, narrate, and produce radio and television programs.

For further information, contact: Vickie Davis (202-447-6130), EMS, PD, CEB, Room 1415-S, Washington, DC 20250-3500.

Closing date is February 27.

USDA-OI SPECIALIST SEEKS IDEAS AND HELP FOR ANNUAL NEW YORK MAGAZINE TRIP

During the first or second week of May, Kate Alfriend, public affairs specialist with USDA's Office of Information, will make her annual trek to New York City to meet with editors of the nation's top magazines.

Alfriend visits with editors of up to 35 magazines, such as SCHOLASTIC NEWS, FAMILY CIRCLE, WOMAN'S DAY, ESSENCE, HEALTH, GOOD HOUSEKEEPING, and COUNTRY LIVING.

She works with USDA agency people, gathering information and materials she thinks will be of interest to magazines.

Alfriend is interested in any strong new story ideas, new publications, interesting personalities, and new information on nutrition, gardening, or health that would be of interest to magazine editors. She would appreciate hearing from people at field offices, land grant universities, and others.

If you have any ideas or suggestions, contact Alfriend at 202-447-2033. Or, write to her at: News Division, USDA-OI, Room 406-A, Washington, DC 20250.

UNIVERSITY OF KENTUCKY HAS OPENING FOR EXTENSION COMMUNICATIONS SPECIALIST

The University of Kentucky's College of Agriculture has an opening for an Extension communications specialist (home economics publications) in its Department of Agricultural Communications.

Duties include responsibility for editing and processing publications and other printed materials, including the newsletter, for the Kentucky Cooperative Extension Home Economics Program. Other duties are editing and processing Extension and college publications, writing weekly news packet "exclusives" on home economics subjects and occasional other press section stories, and providing communications training.

Qualifications include a Master's degree in home economics communications or communications, English, or journalism with strong academic training in home economics. Other qualifications are knowledge of publications production, experience in editing publications, and Extension-type job experience.

Send resume, three to five annotated work samples indicating key areas of responsibility (writing, editing, production) and letter requesting application form to: Dr. Deborah B. Witham, Publications Section Leader, Department of Ag Communications, 131 Scovell Hall, University of Kentucky, Lexington, KY 40546-0064. Telephone: 606-257-4657.

Closing date is February 28, or until a suitable applicant is found.

FOOD SAFETY AND INSPECTION SERVICE HAS OPENING FOR PUBLIC AFFAIRS SPECIALIST

USDA's Food Safety and Inspection Service has an opening for a permanent, part-time GS-12 public affairs specialist on its Public Awareness Staff.

The duties of the position include developing campaign plans to target food safety information to the public, and writing articles for the FSIS magazine, "Food News for Consumers."

Applicants must have government status to apply. The vacancy opens February 27.

For a copy of vacancy announcement No. FSIS-89-54 and other necessary forms, call the FSIS personnel office at 202-447-8601.

Closing date is March 17.

U.S. SECRETARY OF AGRICULTURE NAMES KELLY SHIPP AS HIS PRESS SECRETARY

Kelly Winkler Shipp is the new press secretary to the U.S. Secretary of Agriculture.

Secretary Clayton Yeutter made the announcement at the opening of his first official USDA press conference Feb. 24. This was followed with an official USDA press release announcing Shipp's appointment.

Secretary Yeutter said Shipp's background in agriculture and media will be invaluable to him as USDA Secretary. "Her experience and expertise will enable us to continue USDA's long-standing tradition of outstanding press relations," he said.

For the past two years, Shipp served as director of public affairs and press secretary to U.S. Trade Representative Yeutter. Prior experience includes being press secretary to U.S. Rep. Joseph McDade (R-PA) from 1985 to 1986; press assistant to the USDA Under Secretary of Agriculture for small community and rural development from 1984 to 1985; and executive assistant for public affairs to the director of USDA's former Office of Rural Development Policy from 1983 to 1984.

Shipp was raised on a farm in Alexis, IL, where her parents still raise corn, soybeans and hogs. She holds a bachelor degree in communications and fine arts from Bradley University, Peoria.

Shipp succeeds Lynne Melillo Bolton, who was former Secretary Richard Lyng's press assistant.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

March 13-14:

CASE CONFERENCE ON MAKING YOUR NEWS SERVICE MORE EFFECTIVE

Radisson University Hotel, Minneapolis, Minnesota

Contact: Susan VanGilder, CASE, 202-328-5900

March 16-18:

SOUTHERN AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Grosvenor Resort, Disney World, Lake Buena Vista, Florida

Contact: Julia Graddy, IFAS, Univ. of Florida, 904-392-7227

March 30-31:

AGRICULTURAL COMMUNICATIONS CONFERENCE

University of Missouri, Columbia, Missouri

Contact: Duane Dailey, Univ. of Missouri, 314-882-3296

April 2-5:

PUBLIC RELATIONS SOCIETY SPRING CONFERENCE ON MANAGING CHANGE

Saddle Brook Resort, Wesley Chapel, Florida

Contact: Keith Hughes, PRSA, 212-887-8667

April 16-18:

MIDWEST REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Ohio State University, Columbus, Ohio

Contact: Bob Furbee, Ohio Ag Research Center, 216-263-3777

April 17-20:

NATIONAL COMPUTER GRAPHICS CONFERENCE

Philadelphia Civic Center, Philadelphia, Pennsylvania

Contact: NCGA, 703-698-9600 or 1-800-225-NCGA

April 20-22:

WOMEN IN COMMUNICATIONS 1989 REGIONAL PROFESSIONAL CONFERENCE

Jumer's Chateau, Bloomington, Illinois

Contact: WICI, P.O. Box 1105, Bloomington, IL 61702-1105

May 7-12:

AGRICULTURAL EDITORS PHOTO SCHOOL (American Ag Editors Assoc. & MO Univ.)

University of Missouri, Columbia, Missouri

Contact: Duane Dailey, Univ. of Missouri, 314-882-3296

May 9-11:

10th ANNUAL NATIONAL ONLINE MEETING

Sheraton Centre Hotel, New York, New York

Contact: Learned Information Inc., 609-654-6266

May 18-19:

D.C. REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Washington Plaza Hotel, Washington, DC

Contact: Denver Browning, 202-447-2058

June 1-4:

NORTHEAST REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Sonesta Hotel, Portland, Maine

Contact: Doris Crowley, Univ. of Delaware, 302-451-1125

June 4-6:

ANNUAL "AG IN THE CLASSROOM" CONFERENCE & WORKSHOPS

USDA, Washington, DC

Contact: Shirley Traxler, USDA, 202-447-5727

June 6-9:

37TH ANNUAL TECHNICAL WRITERS' INSTITUTE

Rensselaer Polytechnic Institute, Troy, New York

Contact: Office of Continuing Education, RPI, 518-276-8351
